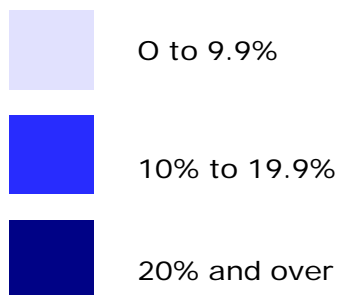
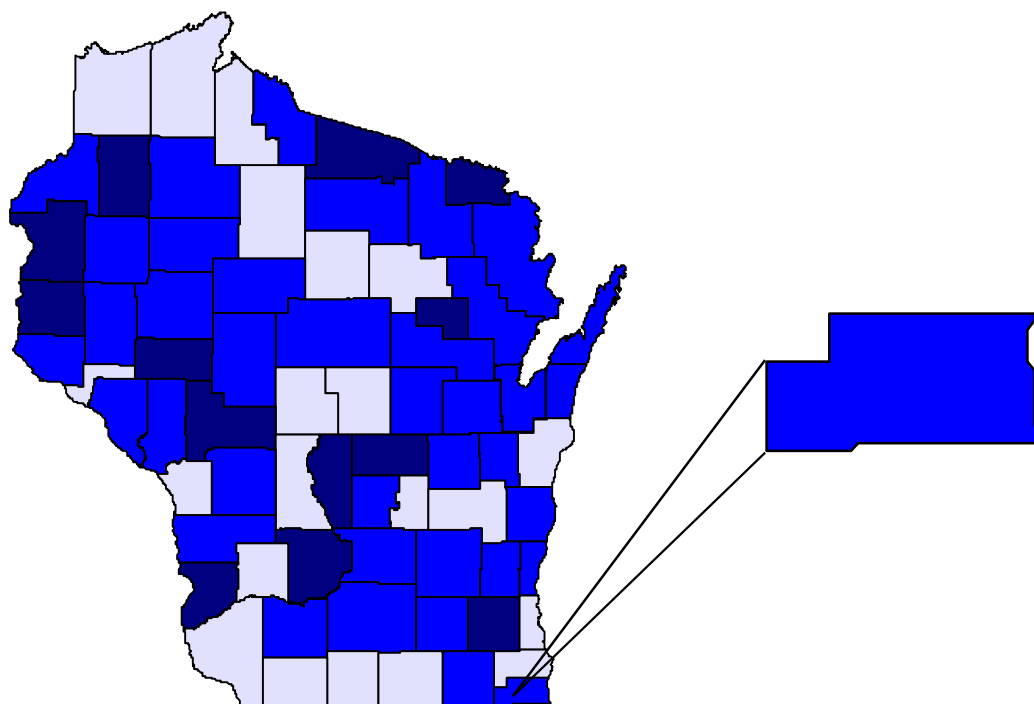


Kenosha County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Kenosha County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

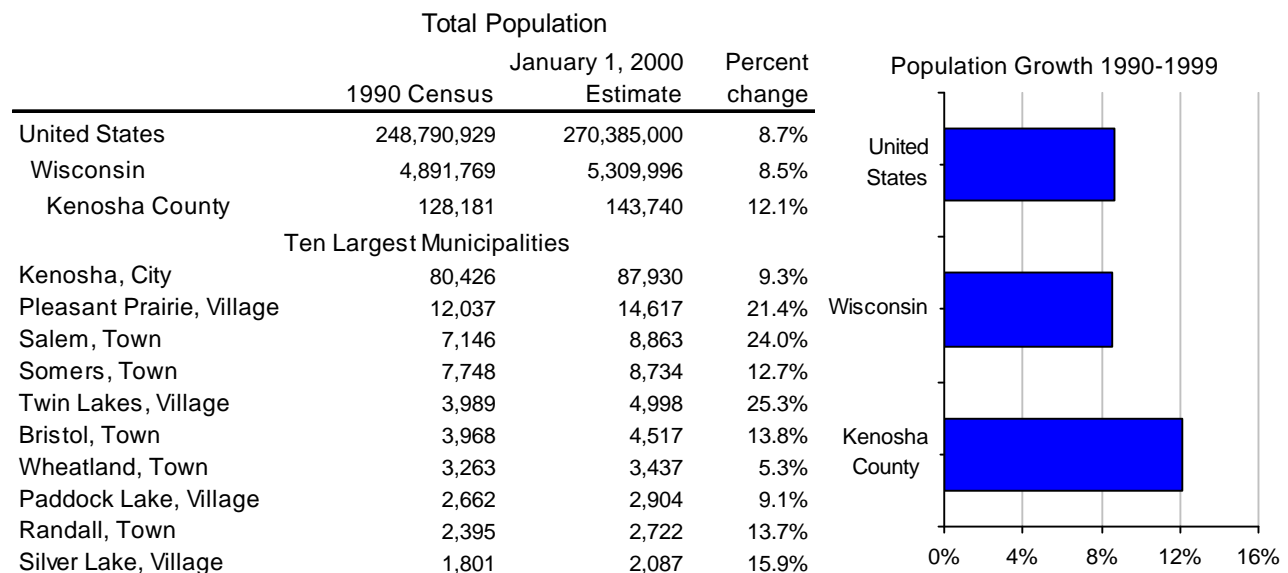
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,
Eric Grosso, by telephone (608-266-7034) or email (grosser@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Kenosha County Population and Civilian Labor Force

Kenosha County's population increased 12.1 percent from 1990 to 1999, and expectedly, grew faster than the state's rate of growth. Much of the growth is a result from migration into the county rather than by natural increase, which is the number of births minus deaths. The birth rate in Kenosha County (15.1 births per 1,000 inhabitants) is a bit higher than the state and national rates. The City of Kenosha has the state's highest municipal birth rate at 20.2. A trend worth noting is the higher growth rates of the towns and villages in the south end of the county and at the Illinois border such as the Twin Lakes area and the Town of Salem. It is not uncommon for many of the new residents of these areas to have Illinois lineage and employment taking advantage of the lower relative cost of living (housing property in particular) just north of the border in Kenosha County and other southeast Wisconsin counties. In fact, many of the largest employers in Lake and McHenry Counties, IL and the Chicago area claim huge numbers of Kenosha County residents in their workforces.

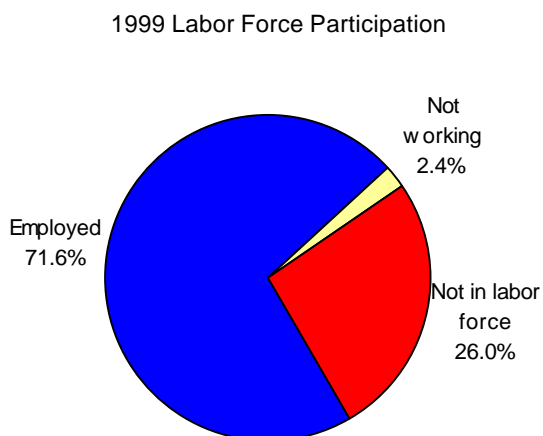


* Kenosha County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase “Not Working” in the graph below assumes unemployed for the purposes of this profile.

Kenosha County’s 1999 labor force has increased 21.7 percent since 1990, which is down from the 23 percent increase between 1990-1998. This slight reduction over the year is explained as one looks the relationship between the population of those labor force eligible and the labor force, itself. This relationship is known as the labor force participation rate. Kenosha County’s labor force participation stood at 74 percent for 1999, which is lower than the 77.5 percent registered in 1998. Kenosha’s 1999 rate is a bit higher than the State of Wisconsin’s rate of 72.3 percent and is considerably higher than the U.S. rate of 67.1.



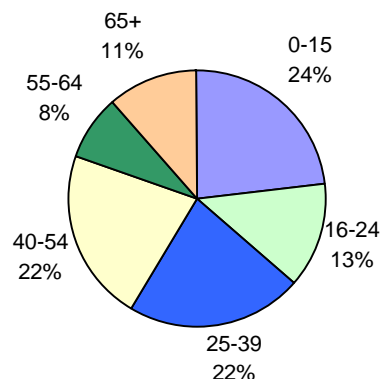
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

What Kenosha is experiencing in its participation rate drop is not unique and is happening nationwide, especially in Wisconsin. The civilian labor force data table at the bottom of the page shows a total labor force decrease composed of losses in both employed *and* unemployed which coincides with a slight over the year increase of those “labor force aged”. The fact of the matter is that more people have exited the labor force than entered over this last year while the unemployment rate has managed to decrease. Age demographics and economic conditions play into this equation as the labor force age graph below shows a high rate of growth in the baby boomer and pre-boomer cohorts

(who are more apt to retire from careers) with little and no growth in the cohorts aged 16 to 39. Couple these age demographics with the “wealth effect” of the late 90’s and the opportunity to take advantage of retirement benefits and the decreased labor force volume and participation rate is evident. Whether labor force participation has peaked remains to be seen but the aging of the older cohorts and the lean numbers of the younger groups will have an effect on the future labor force and may have already.

Kenosha County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	30,980	33,493	8.1%
16-24	16,725	18,661	11.6%
25-39	32,177	31,519	-2.0%
40-54	21,570	31,625	46.6%
55-64	10,607	12,191	14.9%
65+	16,122	16,251	0.8%



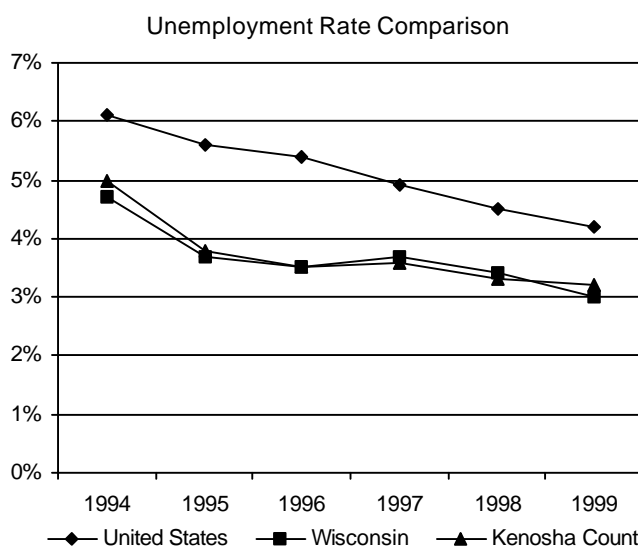
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Kenosha County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	74,000	75,900	77,200	79,000	81,300	80,400
Employed	70,300	73,000	74,500	76,200	78,600	77,800
Unemployed	3,740	2,870	2,720	2,870	2,710	2,600
Unemployment Rate	5.0%	3.8%	3.5%	3.6%	3.3%	3.2%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The famed work ethic of Wisconsin played well with the post-recession years of the early nine-ties and was parlayed into historically low unemployment rates as the labor force and, importantly, the *employed* portion of the labor force increased throughout the decade while the unemployed decreased. From 1994 to 1999, Kenosha County counted 7,500 more as employed and a just over 1,000 fewer as unemployed leading to an unemployment rate that dropped from five to 3.2 percent. The labor force grew skewed to the employed side of the equation (read: it did not increase, in total, due to increases in both the employed and unemployed) and except for 1999, labor participation rates inched higher and higher.



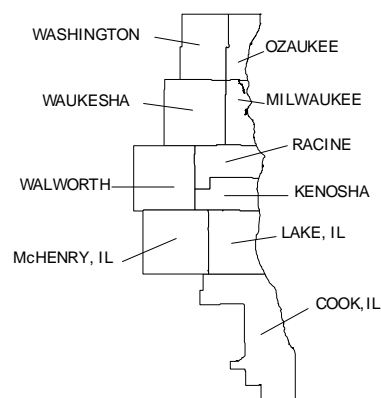
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The county's 1999 labor force figures show 77,800 people as employed and juxtaposed next to the number of non-farm jobs in Kenosha County, 55,022 jobs (see table on page 4), shows a large discrepancy that is explained by the differences in measurements of people in the labor force and number of jobs. Labor force is measured monthly by a "place of residence" survey without regard to a worker's geographical place of employment. The number of jobs is surveyed monthly by "place of work" independent of where the person holding the job resides. Knowing that there are more employed residents than jobs in the county tells one that many a Kenosha County resident commute elsewhere for employment. The draw of Kenosha's competitive property rates to Illinois laborers and less congested infrastructure have been quite appealing to people who are willing to commute across the Stateline. Also, The southeast corridor of the state being as job and opportunity plentiful as it is compared to other regions of the state makes it easier for inter-county commuting for work.

Kenosha County Commuting Patterns

	Commute Into	Commute From	Net Commute
Illinois	15,876	1,270	-14,606
Milwaukee Metro Area	1,373	1,275	-98
Racine County	5,334	3,829	-1,505
Walworth County	427	485	58
Elsewhere	371	427	56
Total	23,381	7,286	-16,095
Work within Kenosha County	35,591		

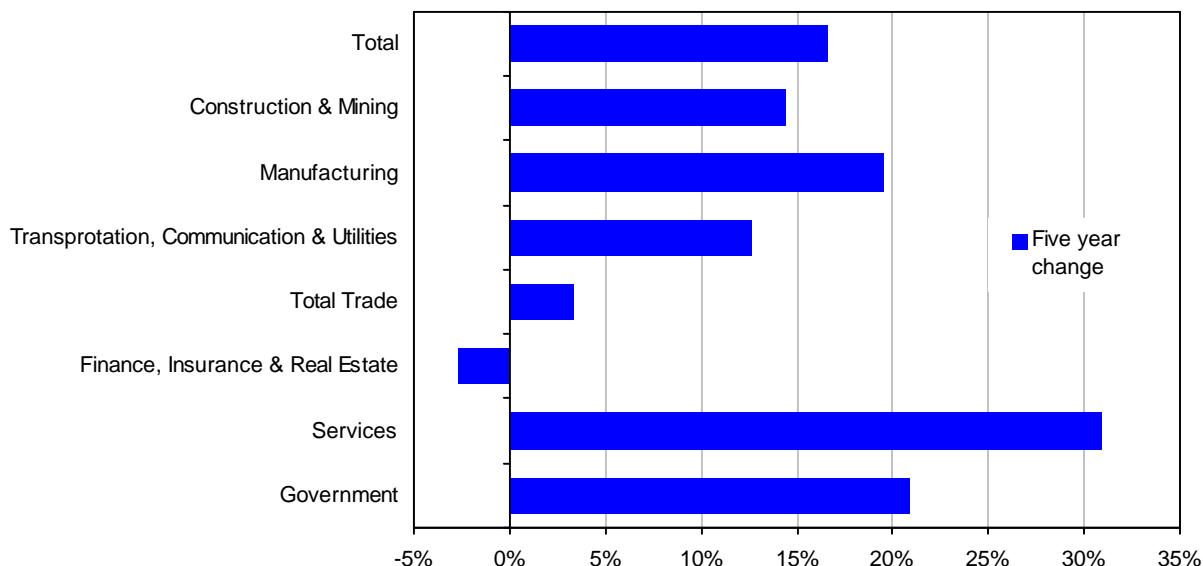
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



Kenosha County workers are very mobile. Almost 30 percent (speculated) of all employed Kenosha County residents work outside of the county. Illinois is the destination for two-thirds of the outbound commuters. One-fifth travel to Racine County. Ninety-seven percent of the commuters travel in a north-south direction. Interstate 94 is easily accessible by Kenosha County's two largest communities, the City of Kenosha and the Village of Pleasant Prairie and has been a key factor in Kenosha County's recent economic expansion.

There are many reasons for Kenosha County's large number of commuters. During the late 1980s a depressed housing market made Kenosha County an attractive relocation destination for many residents of the Chicago suburbs. These new "Kenoshans" may have moved to Wisconsin but did not give up their jobs in Illinois. Another factor is, on average, wages paid by Illinois employers have been and continue to be higher than wages for similar positions in Kenosha County although this differential has shown signs of narrowing in recent years. Finally, the Chicago suburbs are home to several large corporate headquarters, providing professional and managerial workers with more opportunities than are currently available within Kenosha County.

Kenosha County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	47,167	48,910	49,037	50,868	53,568	55,022	2.7%	16.7%
Goods Producing	12,418	13,031	13,307	13,381	14,401	14,740	2.4%	18.7%
Construction & Mining	2,001	2,179	2,161	2,145	2,294	2,290	-0.2%	14.5%
Manufacturing	10,417	10,851	11,146	11,236	12,108	12,450	2.8%	19.5%
Durable	7,509	7,782	8,075	7,959	8,530	8,573	0.5%	14.2%
Nondurable	2,908	3,069	3,071	3,278	3,578	3,878	8.4%	33.3%
Service Producing	34,749	35,879	35,731	37,487	39,167	40,282	2.8%	15.9%
Transportation, Communications & Utilities	1,755	1,742	1,789	1,870	1,871	1,976	5.6%	12.6%
Total Trade	13,219	13,763	12,700	12,516	12,994	13,668	5.2%	3.4%
Wholesale	2,049	2,041	2,038	2,186	2,416	2,789	15.4%	36.1%
Retail	11,170	11,722	10,661	10,330	10,578	10,879	2.9%	-2.6%
Finance, Insurance, and Real Estate	1,648	1,642	1,590	1,678	1,682	1,603	-4.7%	-2.7%
Services & Misc.	11,141	11,630	12,200	13,489	14,451	14,587	0.9%	30.9%
Total Government	6,987	7,102	7,452	7,935	8,169	8,449	3.4%	20.9%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary figures above outline the number of *jobs by industry* within Kenosha County. These data exclude agricultural, military and self-employed.

One trend in Kenosha County is fairly unique looking at the five year change in the table above. Unlike most of the U.S., goods producing industries grew at a faster rate than the service producing, though it must be mentioned that services producing sectors created more jobs in sheer volume. Manufacturing, which has been the backbone of the area's economy, has experienced a slowing in employment growth particularly in durable goods sectors. Closely tied industries to manufacturing such as wholesale trade and transportation, contrarily, have enjoyed better than county average growth over the year. This may be tied to the growth of the nondurable goods manufacturing in the county, and while nondurable production represents about one-third of manufacturing's employment, it has twice the county's total average growth over the last half decade.

Kenosha County's nonfarm jobs by industry breakdown looks like this for 1999: Services and Miscellaneous represented 26.5 percent of employment; wholesale and retail trade, 24.8 percent; durable and nondurable goods manufacturing, 22.6 percent; government, 15.4 percent; construction, 4.2 percent; TCPU, 3.6 percent; finance, insurance and real estate, 2.9 percent. These ratios absolutely mirror Wisconsin's patterns. The graph on page 6 also shows industry distribution of total nonfarm employment but uses a different source and industry divisions.

Kenosha County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	25	5,448	74	803
Eating And Drinking Places	240	4,302	60	-81
Health Services	179	3,803	-438	-113
Transportation Equipment	*	*	*	*
Fabricated Metal Products	39	2,316	-18	563
Executive, Legislative, And General	*	*	*	*
Special Trade Contractors	176	1,449	-8	123
Wholesale Trade-Nondurable Goods	59	1,442	35	197
Industrial Machinery And Equipment	55	1,378	-37	-200
Wholesale Trade-Durable Goods	134	1,368	8	549

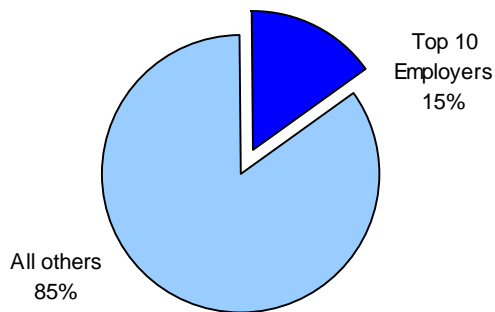
*data suppressed to maintain confidentiality

Top 10 Private Sector Employers

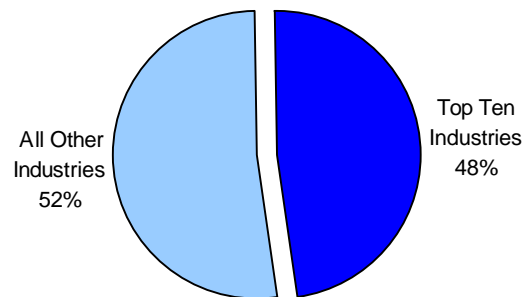
Company	Product or Service	Size
DaimlerChrysler Corp	Automotive Manufacturer	1000+
Kenosha Hospital & Medical Center	Health Care Provider	1000+
Supervalu Holdings Inc	Warehousing and Distribution	500-999
Manutronics Inc	Printed Circuit Boards	500-999
Snap-On Inc	Mechanic's Tools	500-999
The Cherry Corp	Electronic Parts and Equipment	250-499
Deluxe Video Services Inc	Video Tape Reproduction	250-499
Mc Donalds Restaurants Of Wisconsin	Eating and Drinking Places	250-499
Tri-Clover Inc	Piping Systems and Fittings	250-499
Jockey Intl Inc	Knit Underwear and Nightwear Mills	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Private Sector Employers
Share of Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



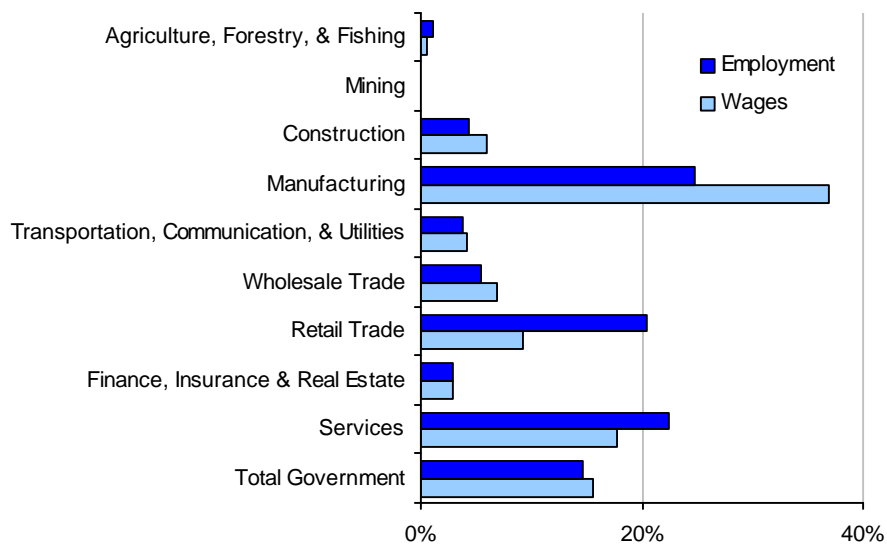
Kenosha County has 2,942 total employers, 2,838 (96 percent) of which are private employers. Private employers employ about 85 percent of all employees in the county which shows how large the public employers are relative to their small number of units in the area. In fact, the largest employer in the county is the Kenosha Unified School District Number 1. The largest private employer is DaimlerChrysler Corporation and is the second largest with respect to both public and private employment.

Two of the top ten industries were in manufacturing sectors and two of the top three were in services as educational institutions and health care facilities employ over 9,000 in the county. Other large employers in the county are involved in electronics and technology, and wholesale trade.

Kenosha County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$30,082	\$29,609	101.6%	4.1%	25.3%	51,228
Agriculture, Forestry, & Fishing	\$17,884	\$21,499	83.2%	5.1%	18.9%	542
Mining	*	\$39,968	*	*	*	*
Construction	\$40,396	\$36,772	109.9%	6.6%	37.1%	2,271
Manufacturing	\$44,750	\$37,773	118.5%	3.6%	22.2%	12,703
Transportation, Communications, & Utilities	\$33,226	\$34,523	96.2%	9.6%	23.4%	1,960
Wholesale Trade	\$37,400	\$38,048	98.3%	2.5%	29.9%	2,801
Retail Trade	\$13,594	\$15,066	90.2%	3.4%	17.6%	10,472
Finance, Insurance, & Real estate	\$30,454	\$37,911	80.3%	1.4%	31.2%	1,459
Services	\$23,787	\$26,041	91.3%	3.4%	24.0%	11,514
Total Government	\$32,070	\$32,017	100.2%	2.0%	7.5%	7,498

Total Employment and Wage Distribution by Industry Division



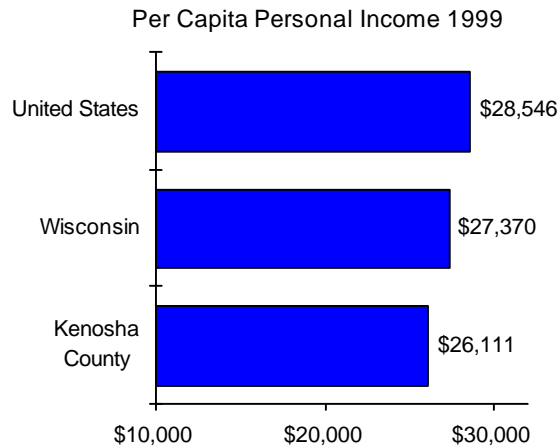
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The table at the top of the page displays average wages by industry and their relationship to the state's industry wage. One will notice that Kenosha County's average wage for all industries is essentially the same as the state's. Wages earned in these industries have gained just over 25 percent since 1994, outgaining the state's growth of about 22 percent.

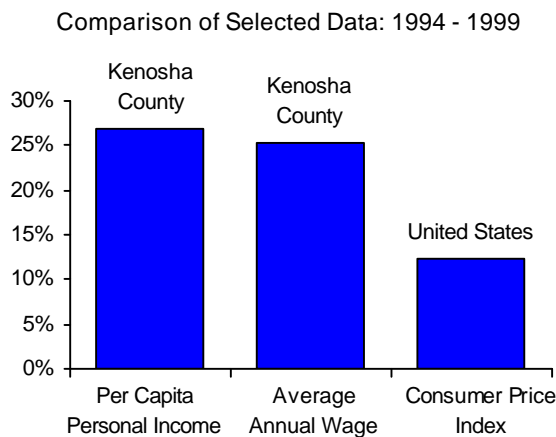
Looking at industries' wages can tell one a great deal about the occupational makeup or predominance of an industry. For instance, Kenosha's agriculture (nonfarm), forestry and fishing wages are some of the lowest waged sectors in the county relative to the state, and it is not too surprising since a miniscule, 542 or two percent of the state's total, are employed in these sectors within this fairly suburban/urban county. Conversely, the county's manufacturing wages are some of the highest in the state as the high-paying transportation equipment and fabricated metals sectors have an extremely high presence in unionized production jobs and middle and upper management professions which tend to be higher than average paid occupations.

The employment/wage distribution graph shows the relationship between the percentage of industry employment to the percentage of total annual wages paid in Kenosha County. Retail trade shows a large portion of employment but a much lower ratio of annual wages due to part-time hours and entry level wage rates. Construction, though not the largest represented industry, shows wages that exceed its presence probably due to higher starting wages, unionization and plenty of overtime as it is one of the fastest growing industries. (*note: One will notice on page 4 that construction employment dipped 0.2 percent 1998 to 1999. This may not reflect true construction demand as contractors have addressed the lack of construction labor as a severe component of the labor shortage. Contractors may not have had enough labor to fulfill demand.*)

Kenosha County Wage and Income Data



Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rental payments), and transfer payments (social security, insurance, welfare) divided by total population. PCPI is an interaction between income and population so there may be a great deal of overall revision and volatility in estimates as both components are re-estimated on a frequent basis. Kenosha County's PCPI, \$26,111 in 1999, ranked 15th highest of Wisconsin's 72 counties and is up from 16th highest in 1998. Over the last year Kenosha County's PCPI grew 4.5 percent (the 25th highest rate of growth); just slightly higher than the state's rate of growth.



Since 1994, the county's PCPI has gained almost 27 percent while earned wages have grown just over 25 percent. This slight discrepancy is probably due to the fact that residents have diversified their income gaining opportunities, for example, taking advantage of the bullish stock/bond market of the late 1990s. And again, it must be mentioned that Illinois has had quite the commuter magnetism towards Kenosha County residents over the last two decades with higher wages than average relative to Kenosha County and other southeast corridor counties. Illinois employment wages of Kenosha residents are figured in PCPI, but are not part of the equation in looking at Kenosha County industry wage data as reported on page 6.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Kenosha County	\$20,575	\$21,587	\$22,266	\$23,523	\$24,985	\$26,111	4.5%	26.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Accountants & Auditors	\$ 17.66	\$ 16.14
Carpenters	\$ 17.75	\$ 16.00
General and Operations Managers	\$ 25.13	\$ 18.59
General office clerks	\$ 9.55	\$ 9.44
Hand Packers & Packagers	\$ 8.48	\$ 8.15
Janitors & Cleaners	\$ 9.55	\$ 8.52
Machinists	\$ 13.39	\$ 13.93
Nursing Aides/Orderlies/Attend.	\$ 8.20	\$ 8.05
Registered nurses	\$ 18.60	\$ 18.69
Sales Reps, ex. Retail	\$ 24.70	\$ 22.90
Salespersons, retail	\$ 8.58	\$ 7.46
Secretaries, ex. legal & medical	\$ 11.64	\$ 11.57
Team Assemblers	\$ 10.68	\$ 9.96
Tool & Die Makers	\$ 17.41	\$ 17.16
Truck Drivers, heavy/tractor trailer	\$ 16.11	\$ 15.70

Source: DWD, BWI, 1999 OES wage survey for Kenosha MSA

The wages for the selected occupations in this table were reported by employers in the Kenosha metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs.

Wage structures are important information to the employer, the job seeker and the employed as career decisions and labor retention issues are contemplated. The mean or average wage is the sum of the occupation's wages divided by the sum of all those in the occupation. The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the median is significantly below the mean, an employer offering mean wages, theoretically, should capture most of the market. And along these lines, workers in this occupation will find it difficult to gain employment at this mean wage due to high competition for this placement.